

**TOURIST ATTRACTION SIGNS
GENERAL INFORMATION
&
APPLICATION**

Dear Applicant:

Enclosed is a copy of MassHighway's Tourist Attraction Signs General Information and Application.

Please refer to the attached list to determine the appropriate District for your facility. Any questions can be directed to the appropriate District Traffic Engineer. The completed application should be returned to the corresponding District Highway Director. If it is returned to the MassHighway Boston office, it will have to be redirected to the District office, resulting in an unnecessary delay.

Thank you for your interest in MassHighway's Tourist Attraction Program.

MassHighway Sign Unit
(617) 973-7381

**POLICY FOR INSTALLATION OF
GUIDE SIGNS ON FREEWAYS FOR
TOURIST ATTRACTIONS**

I. PURPOSE

To establish standards for erecting signs within highway right-of-way to provide directional information to tourist attractions of interest to the traveling public.

II. APPLICABILITY

This sign policy applies only to the state freeway system. Certain highways within the state highway system not laid out as freeways by MassHighway may be deemed de facto freeways by MassHighway and suitable for inclusion under these provisions. All Tourist Attraction signs must be ground mounted sign installations.

New Tourist Attraction sign installations (Logo or Generic) as described herein shall not be allowed on all freeways east of the Cape Cod Canal when, in the judgment of the District Highway Director, such a sign would adversely affect the scenic, historical, or environmental characteristics of the state freeway system.

III. DEFINITIONS

Except as defined in this paragraph, the terms used in this directive shall be defined in accordance with the definitions and usage of the Manual On Uniform Traffic Control Devices (MUTCD).

- A. Tourist Attraction - any facility which has the primary purpose of providing amusement, historical, cultural, or leisure activities to the public.
- B. MassHighway - The Massachusetts Highway Department.
- C. HCR - Historical, Cultural, or Recreational facility/region.

IV. CRITERIA

- A. Only facilities that have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public, and are of regional significance, shall be eligible for Tourist Attraction signing. Any facility which would normally apply for signing under the service signing policy (gas, food, lodging) shall not be eligible for Tourist Attraction signing

- B. Any Tourist Information Center applying for Tourist Attraction logo signing must meet the requirements of Section 6, “Policy for Privately Operated Tourist Information Center Signing on Freeways”, of the MassHighway Supplemental Sign Policy.
- C. The maximum distance that tourist attractions may be located from the main traveled way to qualify for a Tourist Attraction logo sign shall not exceed 13.0 km (8 miles). Facilities normally eligible for service signing (food, gas, lodging) but qualifying for Tourist Attraction logo signing must be within 5.0 km (3 miles).
- D. Each business identified on a Tourist Attraction Logo Sign shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of that assurance. Each business must also comply with all handicap access laws.

V. SIGN LOCATION AND DESIGN

A. General

1. Number Permitted - Only one sign per interchange in each travel direction will be allowed.
2. Trailblazing - Signing under this policy shall be limited to tourist attractions reached by no more than four turns from the feeder road. A sign on the state highway will not be erected until MassHighway is in receipt of adequate assurance from appropriate authorities that required trailblazing signs will be permitted. All trailblazing should display the distance to the facility (in miles) in addition to directional information.
3. When a Tourist Attraction logo sign is installed on an interchange mainline approach all existing HCR sign panels for that interchange shall be removed by the Tourist Attraction logo sign applicant. MassHighway shall install Tourist Attraction logo panels to replace the removed HCR signs.

4. If applications are received for the same interchange for more tourist attraction logos than available sign spacing will allow, applications shall be prioritized based on the order in which they were received. In the event of multiple applications being received simultaneously, the following signing priority shall govern:

1. National or state park
2. Historic, cultural, or recreational sites
3. Commercial establishments

If the first application in this situation is terminated for any reason prior to the erection of the Tourist Attraction sign, the next application in chronological order should be reactivated.

B. Location

Signs will be placed preferably 300 m (1000'), but a minimum of 240 m (800'), from other guide signs. Engineering judgment and available space will dictate where in the guide sign sequence the supplemental sign shall be installed. At single exit interchanges, directional signs may be installed along the ramp or at a ramp terminus. These signs will be duplicates of the corresponding facility or region signs along the freeway, but reduced in size with a directional arrow instead of an exit number. These supplemental signs must be installed at the same time that the main sign is placed on the freeway.

- C. Size - Tourist Attraction logo signs shall be sized according to present MassHighway standards.

- D. Number of Logo Panels per Sign - the Tourist Attraction logo signs will be limited to a maximum of six (6) logo panels per sign.

VI. PROCEDURES

1. Application for new Tourist Attraction logo signs:
 - A. An application can be obtained from the Massachusetts Highway Department (MassHighway), Boston Traffic Engineering office or District offices.
 - B. The MassHighway Office will forward the application to the tourist attraction contact person. The applicant will be advised to complete the application and return it to a specified MassHighway District office. If it is sent to the

MassHighway Boston office, it will have to be redirected to the District office, resulting in an unnecessary delay.

- C. The District will review the application and conduct a field investigation, including a trip to the tourist attraction facility to determine if the facility and the proposed sign location(s) comply with Tourist Attraction signing requirements.
- D.
 - 1. If the tourist attraction and the proposed sign locations comply with Tourist Attraction logo signing requirements, the District approves the application and prepares the Tourist Attraction sign Agreement and sign order cards. The Tourist Attraction sign Agreement is forwarded to the applicant for signature.
 - 2. If the tourist attraction and/or sign locations do not comply with Tourist Attraction sign requirements, the District shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is based on MassHighway Sign Policy only, not the MUTCD, proceed to step H)

Steps C and D shall be completed within 45 days after the District receives the completed application or the Tourist Attraction signing request is automatically approved.

- E. The applicant signs the Tourist Attraction sign Agreement and returns the Agreement, a \$5,000 surety bond, and shop drawings for the proposed sign panels (within 45 days or the application is denied) to the District Highway Director.
- F. The District Highway Director then reviews the shop drawings and if approved, forwards the signed Tourist Attraction sign Agreement package to the Chief Engineer for Board of Commissioners' approval and execution. If the shop drawings are not in conformance with state and federal standards, the District Highway Director will notify the applicant and require new shop drawings to be submitted.
- G. Upon receipt of the executed Agreement, the Secretary returns the Agreement and a copy of the approved sign contractor's list to the applicant. A copy of the Agreement is also sent to the District office. This Agreement expires one year from the date of the Board vote of approval. If the signs are not installed within this one year limit, a new application must be submitted.

The letter of transmittal will direct the applicant to select a contractor from MassHighway's approved list and advise the applicant that the contractor must contact the District for a permit prior to the installation of the signs. Subsequently, the District will check the installation for compliance with the Agreement.

- H. In the event that the denial is based on MassHighway's Sign Policy only (denials based on any section of the MUTCD are not eligible for appeal), the applicant may appeal the denial to the appropriate District Highway Director within 14 days. The District shall forward the application to the Chief Engineer (within 30 days or the application is approved) with a recommendation either for approval or denial of a waiver by the Commissioner and a copy of the letter of appeal.
 - I. The Chief Engineer shall forward the application to the Commissioner, along with a recommendation for approval or denial of the waiver.
 - J. If the Commissioner approves the waiver, the Chief Engineer shall notify the applicant and the District of the approval and the procedure will be as detailed in items D through G (above).
 - K. Any facilities not receiving a waiver from the Commissioner shall be informed of its' denial by the Chief Engineer.
2. Application for a LOGO "add-on" to an existing sign:
- A. The applicant should complete the application and return it to a specified MassHighway District office. If it is sent to the MassHighway Boston office, it will have to be redirected to the District office, resulting in an unnecessary delay.
 - B. The District will review the application and conduct a field investigation, including a trip to the service establishment, to determine if the business complies with service sign requirements.
 - C.
 - a. If the business complies with services signing requirements, the District Highway Director will notify the applicant and advise him/her to contact the District for panel fabrication details.
 - b. If the business does not comply with the services signing requirements, the District Highway Director shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is based on the MassHighway Sign Policy only, not the MUTCD, proceed to step G.)

Steps B and C shall be completed within 45 days after the District receives the completed application or the service signing request is automatically approved.

- D. The District shall require the applicant to forward shop drawings for the proposed logo panel(s) for review and approval. Once the shop drawings are approved for fabrication the applicant then has the logo "add-on" fabricated by an approved sign contractor.
- E. When finished, these "add-on" panels, necessary mounting hardware, and a check for \$250 for each mainline or ramp panel (made out to the Commonwealth of Massachusetts) are forwarded to the District by the applicant. The District must receive these items within one year from the date of the notice of approval. Applicants not furnishing signs within the one year must submit a new application.
- F. The District installs the "add-on" panels to existing signs.
- G. In the event that the business doesn't comply with MassHighway's services signing requirements only (violations of the MUTCD are not eligible for appeal), and the applicant appeals the denial to the appropriate District Highway Director within 14 days, the District shall forward the application to the Chief Engineer with a recommendation either for approval or denial of a waiver by the Commissioner.
- H. The Chief Engineer shall forward the item to the Commissioner, along with a recommendation for approval or denial of the waiver.
- I. If the Commissioner approves the waiver, the procedure will be as detailed in items C through F (above), however, the Chief Engineer shall notify the applicant of the approval.
- J. Any facilities not receiving a waiver from the Commissioner shall be informed of its denial by the Chief Engineer.
- K. In addition to any costs outlined above the initial and all subsequent applicants for Tourist Attraction Logo Signs shall pay a non-refundable annual fee of \$1,200.00.

Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day of June shall result in the removal of his/her logo panel from the attraction sign. However, MassHighway will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for ten years and ten months. Initial applicants will be required to provide MassHighway with invoices from their sign contractor verifying the cost of fabrication and installation of the signs.

- L. Upon a satisfactory showing of financial hardship, non-profit tourist attractions shall be exempt from the annual fee. In order to qualify for this exemption the applicant must submit certification from the office of the Secretary of the Commonwealth showing registration as a non-profit entity, and provide satisfactory evidence, which, in the determination of MassHighway, establishes financial hardship.

MassHighway reserves the right to remove signs installed under the provisions of this policy without prior notice. Reasons for removal include, but are not limited to, the following:

1. Signs are found to create a safety hazard.
2. Subsequent additions/changes to existing signs result in spacing of less than 240 m (800') between signs.
3. Construction activities (including provision of traffic management safety controls) necessitate sign removal.
4. The facility fails to comply with the provisions of this Policy at any time.

Signs authorized and approved under this policy shall only be erected by MassHighway or an approved contractor, and shall only be posted within the state highway layout. MassHighway's resources are aimed at simple and uncluttered signing in order to keep all highways safe. Applicants denied a Tourist Attraction sign are advised to contact the Outdoor Advertising Board at: 10 Park Plaza, Boston, MA 02116, to place signs outside the state highway layout.

All signing discussed above is controlled by MassHighway standards that specify such things as location, size, color, and number. All installations require adherence to application procedures and MassHighway approval.

For further information, contact:

State Traffic Engineer
Massachusetts Highway Department
10 Park Plaza
Boston, Massachusetts 02116-3973
TELEPHONE: (617) 973-7381

VII. APPLICATION FOR TOURIST ATTRACTION SIGN

MASSACHUSETTS HIGHWAY DEPARTMENT
TOURIST ATTRACTION SIGN APPLICATION

Application is hereby made for Freeway Services Sign(s) authorized by Chapter 85, Section 2D of the General Laws as amended by Chapter 671, Acts of 1971 or as may be further amended (Ter. ed.).

A. Applicant must answer every question below in ink. Use blank space or additional sheets if you need more room to answer any question. Write "NO" or "NONE" where they apply.

1. Legal name of Facility _____

2. Business Address _____
3. Mailing Address _____
4. Number of years at present Business address _____
Telephone _____
5. Type of Attraction _____
6. Do you operate under a license or permit issued by a City or Town? ____
7. If yes, provide license or permit number _____
8. Are other attractions/services available in the immediate area?

9. What is the Route number of the freeway that you are petitioning to have (a) Tourist Attraction sign(s) erected on? _____
10. Can your facility be seen from the terminus of the freeway? _____
11. Do you propose to use your Business Logo on the sign(s)? _____
12. Is your facility in full conformity with all applicable laws concerning handicap access and the provision of public accommodations without regard to race, color, sex, national origin, or handicap?

MassHighway hereby reserves the right to add logo(s) or permit (or not permit, notwithstanding eligibility) subsequent applicants to add logos to existing signs as may be applicable. All costs involved in the fabrication and erection of additional logos to existing signs and erection of ramp/ramp terminal signs necessitated by additional logos will be assumed by the new applicant.

DIVISION OF WORK

The applicant shall be its own Contractor, with prior approval of MassHighway, provide all labor, equipment and materials required for the installation of said Tourist Attraction signs. **The initial applicant may also be required to install any necessary associated ramp or ramp terminal signing.**

Shop Drawings for sign panels and structural supports shall require MassHighway approval prior to installation and all work shall be in accordance with MassHighway Standards.

Said installation shall be made under the supervision of and to the satisfaction of MassHighway's District Highway Director. The company shall notify the District Highway Director seven (7) days prior to commencing the installation.

DIVISION OF EXPENSE

The entire cost of said sign installations shall be borne by the applicant, including the cost of any main line or associated ramp or ramp terminal signing for availability of other same type services panels. Said costs to include repairs to existing facilities, traffic protective measures, and any additional costs incurred as a result of the sign installations.

MassHighway reserves the right to order the relocation or removal of the sign(s) authorized by this Agreement at any time. The applicant further agrees that said removal will be made within thirty (30) days of notification, at the company's expense.

The applicant further agrees that he/she will maintain the requirements herein stated for the services sign(s) approved and in the event such requirements are not met for a period of more than thirty days after notification by MassHighway, the sign(s) will be removed. **If too many signs are being placed at a particular location the logo signs (and associated ramp or ramp terminal sign(s)) shall be removed.** This shall be done at the expense of MassHighway. This shall not invalidate the provisions of DIVISION OF EXPENSE (above) or of this last paragraph of this Agreement.

Any application for (a) new sign(s) thereafter should be considered a new application.

Upon MassHighway approval of this application, an Agreement will be prepared outlining the foregoing conditions required for installing and maintaining the service sign(s). This Agreement will require the applicant's signature, costing of a bond for Five Thousand Dollars (\$5,000), and authorized MassHighway Officials signatures. An Agreement is not required for the addition of logo panels to an existing sign, provided adequate trailblazing and ramp signing is already in place. After the "add-on" applicant receives written approval from MassHighway, he/she shall be responsible for furnishing the logo panels to the appropriate District office along with any applicable fee.

In addition, the applicant's contractor will be required to follow MassHighway Standards as outlined in the "General Requirements and Covenants" - Standard Specifications for Highways and Bridges.

Special attention is directed to Section 7.00 Legal Relations and Responsibility to Public Subsections.

7.05 Insurance Requirements

- A. Workman's Compensation
- B. Public Liability Insurance
- C. General

7.09 Public Safety and Convenience

7.10 Barricades and Warning Signs

7.11 Traffic Officers and Railroad Flagging Service

- 7.12 Use of Explosives
- 7.13 Protection and Restoration of Property
- 7.14 Responsibility for Damage Claims

At the time the Agreement is signed by the applicant(s), the applicant(s) must show evidence that the firm he/she has retained or engaged to install the signs is carrying the required insurance in the amounts specified under Section 7.05 Insurance Requirements, A. Workmen's Compensation and B. Public Liability. The evidence furnished may take the form of a letter of insurability from the firm's Insurance company.

The applicant agrees and acknowledges that the sign(s) approved and erected under this application shall become the property of MassHighway, however, the Company shall thereafter maintain said sign(s), including the cost thereof, at the direction of MassHighway's District Highway Director.

MassHighway may revoke its approval at any time and remove the sign(s) after notification has been sent by MassHighway. However, if said approval is revoked and removal of the sign(s) is made within ten years of the date of Agreement, the applicant may retrieve said sign(s) from MassHighway's maintenance area. No reimbursement of funds expended will be due the applicant if sign(s) are removed for any reason.

In addition to any costs outlined above the initial and all subsequent applicants for Tourist Attraction Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day in June will result in the removal of his/her logo panel from the attraction sign. In addition to any costs outlined above the initial and all subsequent applicants for Tourist Attraction Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day of June shall result in the removal of his/her logo panel from the attraction sign. However, MassHighway will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for ten years and ten months. Initial applicants will be required to provide MassHighway with invoices from their sign contractor verifying the cost of fabrication and installation of the signs.

Upon a satisfactory showing of financial hardship, non-profit tourist attractions shall be exempt from the annual fee. In order to qualify for this exemption the applicant must submit certification from the office of the Secretary of the Commonwealth showing registration as a non-profit entity, and provide satisfactory evidence, which, in the determination of MassHighway, establishes financial hardship.

The applicant acknowledges that he/she has read and understands the above application and that he/she requests service signing in compliance with MassHighway's Sign Policy.

SUBSCRIBED THIS _____ DAY OF _____ 19____, UNDER
PENALTIES OF PERJURY.

SIGNATURE _____

BUSINESS TITLE _____

PRINT NAME _____

THIS PAGE FOR OFFICE USE ONLY

From: District Traffic Engineer _____ Date ____/____/____

To: District Highway Director _____

Subject: TOURIST ATTRACTION SIGNS

Approve _____ Disapprove _____ the enclosed application for Tourist Attraction Signs: ____
_____ Main Line and _____ Ramp Signs.

Recommend the following legend (Logo): _____

The recommended location(s) is (are): _____

DISTRICT TRAFFIC ENGINEER

From: District Highway Director _____ Date ____/____/____

To: District Traffic Engineer _____

Subject: TOURIST ATTRACTION SIGNS

Approve _____ Disapprove ____ the enclosed application for Tourist Attraction Signs.

DISTRICT HIGHWAY DIRECTOR